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(54) SYSTEM AND METHOD FOR INSERTING INDIVIDUALIZED DATA CONTENT IN TELEVISION BROADCAST SIGNALS

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Abstract

A system for communicating a programming data stream and a data stream containing pieces of local content data that are going to be inserted into a local content space in the programming data stream at some predetermined time is provided in which the programming data stream and the local content data stream are transmitted to a set-top box (120) in a house (114) of a *user*, the set-top box (120) stores a predetermined portion of the pieces of local content data based on predetermined criteria, and the set-top box
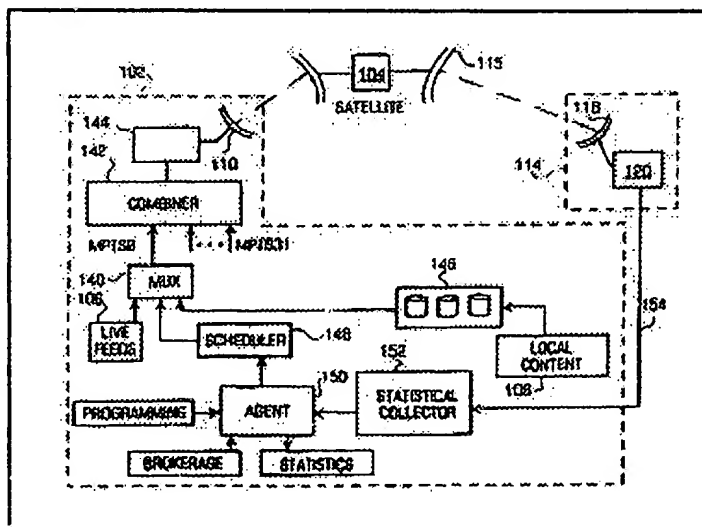
(120) identifies a local content space in the programming data stream. The set-top box (120) may also select a particular piece of local content from the storing system to insert into the local content space in the programming data stream based on a plurality of predetermined *preferences* of the *user*, retrieve that selected piece of local content from the storing means, and insert that selected piece of local content into said programming data stream at said local content space so that individualized local content specific to the *user* of the set-top box (120) is inserted into the programming data stream.

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